

Attachment 1
SAMHSA Agency-wide Strategic Communication Plan:
Proposed Respondent Organizations by Category

Presented in the chart below are suggested organizations that represent traditional and nontraditional viewpoints grouped into four major categories – Service Providers, Government and Policy Makers, Public and Influencers, and Business, Insurers and Quality Groups.

Top 79 Recommendations by Audience Quadrant

Service Providers (n=31):	Government/Polymakers (n=16):
1. American Academy of Family Physicians [Primary Care]	1. Association of State and Territorial Health Officials [Related Trade Association]
2. American Association of Community Colleges [Education]	2. The Bazelon Center for Mental Health Law [Legal]
3. American Association of Pastoral Counselors [Social Service]	3. Council of State and Territorial Epidemiologists [Related Association]
4. American Association for the Treatment of Opioid Dependence [BH Provider]	4. International Association of Chiefs of Police [Law Enforcement]
5. American College of Emergency Physicians [Emergency Provider]	5. Legal Action Center [Legal]
6. American College of Preventive Medicine [Primary Care]	6. National Alliance of State and Territorial AIDS Directors [Related Association]
7. American Emergency Nurses' Association [Related Professional Association]	7. National Association of County and City Health Officials [Local]
8. American Hospital Association [Related Trade Organization]	8. National Association of County Behavioral Health and Developmental Disability Directors [Related Association]
9. American Mental Health Counselors Association [BH Providers]	9. National Association of Drug Court Professionals [Related Trade Association]
10. American Nurses Association [Primary Care]	10. National Association of State Alcohol and Drug Abuse Directors [Related Association]
11. American Pharmacists Association [Related Trade Organization]	11. National Association of Medicaid Directors [Related Trade Association/Health Care Reform]
12. American Psychiatric Association [BH Providers]	12. National Association of State Mental Health Program Directors [Related Association]
13. American Psychological Association [BH Providers]	13. National Commission on Correctional Healthcare [Criminal Justice]
14. American School Counselors Organization [Education]	14. National Council of State Housing Agencies [Social Service]
15. American Society of Addiction Medicine [BH Provider]	15. National Governor's Association [Related Association]
16. Association for Behavioral Health and Wellness [BH Provider]	16. Safe States Alliance [Related Trade Association]
17. International Certification and Reciprocity Consortium [Related Trade Association]	
18. National Association of Peer Specialists [BH Providers]	
19. National Association of Psychiatric Health Systems [BH Providers]	
20. National Association of Social Workers [Related Trade Organization]	
21. NAADAC: Association of Addiction Professionals [BH Providers]	

Service Providers (n=31):	Government/Policy-makers (n=16):
<ul style="list-style-type: none"> 22. Treatment Communities of America [BH Provider] 23. US First Responders [Disaster Provider] 24. American Association of Chairs of Departments of Psychiatry 25. Academy of Psychosomatic Medicine 26. American Psychiatric Nurses Association 27. American Association of Community Psychiatrists 28. American College of Clinical Pharmacy 29. College of Psychiatric and Neurologic Pharmacists 30. American Academy of Child and Adolescent Psychiatrists 31. American Academy of Addiction Psychiatry 	
Public/Influencers (n=26):	Business/Insurer/Quality Groups (n=6):
<ul style="list-style-type: none"> 1. American Public Health Association [Health Advocacy] 2. Annapolis Coalition on the Behavioral Health Workforce (Research/Advocacy) 3. Boys and Girls Clubs of America [Advocacy] 4. The Carter Center (Research/Advocacy) 5. Community Anti-Drug Coalitions of America [Advocacy] 6. Employee Assistance Society of North America [Advocacy] 7. Entertainment Industries Council (Media/Advocacy) 8. Faces and Voices of Recovery [Advocacy] 9. Human Rights Campaign [Advocacy] 10. Mental Health America [Advocacy] 11. National Alliance on Mental Illness [Advocacy] 12. National Asian American and Pacific Islander Mental Health Association [BH Advocacy/Minority] 13. National Association for Children of Alcoholics (Advocacy) 14. National Association of Broadcasters [Media] 15. National Coalition for Mental Health Recovery [Advocacy] 16. National Council for Behavioral Health [Research/Advocacy] 17. National Council on Alcoholism and Drug Dependence, Inc. [Research/Advocacy] 18. National Indian Health Board [BH Advocacy/Minority] 19. National Empowerment Center [Advocacy] 20. National Federation of Families for Children's Mental Health [Advocacy] 	<ul style="list-style-type: none"> 1. America's Health Insurance Plans [Insurers] 2. Employee Assistance Society of North America [HR] 3. Kaiser Family Foundation [Foundation] 4. National Association of Insurance Commissioners [Insurers/Regulators] 5. National Business Group on Health [Business] 6. PhRMA [Related Trade Association]

Public/Influencers (n=26):	Business/Insurer/Quality Groups (n=6):
<ul style="list-style-type: none"> 21. National Gay & Lesbian Task Force [LGBT Advocacy] 22. National Latino Behavioral Health Institute [BH Advocacy/Minority] 23. National Leadership Council for African American Behavioral Health [BH Advocacy/Minority] 24. Real Warriors Campaign [Military] 25. Trust for America's Health [Advocacy] 26. Youth MOVE [Advocacy] 	